

What is Claimed is:

1. A method of advertising a product or service comprising:
taking a picture or video of a person;
inputting the picture or video into an image processing system;
superimposing the picture or video of the person onto a picture or video
advertising a product or service in the image processing system to generate a composite
picture or video; and
displaying the composite picture or video on an advertising display.
2. A method according to claim 1, including editing the picture or video of the
person in the image processing system to remove the background before
superimposition on a picture or video advertising a product or service.
3. A method according to claim 1, wherein the picture is taken of the person in the
vicinity of the advertising display.
4. A method according to claim 1, wherein the picture or video of the person is
superimposed in a predetermined position onto the picture or video advertising a
product or service in the image processing system.
5. A method according to claim 4, wherein, in the image processing system, the
picture or video of the person is superimposed onto a video advertising a product or
service in a predetermined position in the video such that the position tracks a position
relative to a moving object in the video.
6. A method according to claim 1, wherein a library of pictures or video recordings
advertising products or services are provided and one of the library of pictures or video
recordings is selected for the picture or video of the person to be superimposed onto to
generate a composite picture or video.

7. A method according to claim 1, wherein the picture or video of the person is edited in the image processing system so as to only include the head of the person, and the head is superimposed onto the picture or video advertising a product or service in a position of an original head and with corresponding dimensions so as to replace the original head with the head of the person.

8. A method according to claim 1, wherein the displayed composite picture or video is made available to the person.

9. A method according to claim 8, wherein the displayed composite picture is stored so as to be accessible over the Internet to the person.

10. A method according to claim 8, including sending a copy of the composite picture or video to an email address provided by the person.

11. A method according to claim 1, including obtaining personal information from the person and storing the personal information.

12. A method according to claim 1, including taking a picture or video of the display and its surroundings during the display of the composite picture or video and providing the person with a copy.

13. A method according to claim 12, wherein the picture or video of the display and its surroundings is made available to the person over the Internet.

14. A method according to claim 12, wherein picture or video of the display and its surroundings is sent to an email address provided by the person.

15. A method according to claim 1, including manually reviewing the picture or video of the person to approve the picture or video for superimposition.

16. A method according to claim 1, wherein a plurality of pictures or videos of persons are stored, a library of pictures or video recordings advertising products or services are provided, and one of the library of pictures or video recordings is selected and one of the pictures or videos of the persons is selected for superimposition to generate a composite picture or video for display.

17. A method according to claim 16, wherein the selections are made in accordance with a predetermined schedule so that the composite pictures or videos are displayed in accordance with the schedule.

18. A method according to claim 17, including a second library of pictures or videos advertising products or services, wherein the schedule includes pictures or videos in the second library so that the pictures or videos are displayed in accordance with the schedule.

19. An advertising system for advertising a product or service, the system comprising:

a digital camera for taking a picture or video of a person;

a picture or video store storing a picture or video advertising a product or service;

an image processing system for coupling to the digital camera to receive the pictures or video of the person, and for superimposing the picture or video of the person onto the picture or video advertising a product or service to generate a composite picture or video; and

an advertising display for displaying the composite picture or video.

20. An advertising system according to claim 19, wherein the image processing system is arranged to edit the picture or video of the person to remove the background before superimposition on a picture or video advertising a product or service.

21. An advertising system according to claim 19, wherein the camera is provided in the vicinity of the advertising display.

22. An advertising system according to claim 19, wherein the image processing system is arranged to superimpose the picture or video of the person in a predetermined position onto the picture or video advertising a product or service.

23. An advertising system according to claim 22, wherein the image processing system is arranged to superimpose the picture or video of the person onto a video advertising a product or service in a predetermined position in the video such that the position tracks a position relative to a moving object in the video.

24. An advertising system according to claim 19, including a store storing a library of pictures or video recordings advertising products or services, and the image processing means is arranged to select one of the library of pictures or video recordings for the picture or video of the person to be superimposed onto to generate a composite picture or video.

25. An advertising system according to claim 19, wherein the image processing system is arranged to edit the picture or video of the person so as to only include the head of the person, and to superimpose the head onto the picture or video advertising a product or service in a position of an original head and with corresponding dimensions so as to replace the original head with the head of the person.

26. An advertising system according to claim 19, including storing the displayed composite picture or video so as to be available to the person.

27. An advertising system according to claim 26, wherein the displayed composite picture is stored so as to be accessible over the Internet to the person.

28. An advertising system according to claim 26, including an email processor system for sending a copy of the composite picture of video to an email address provided by the person.

29. An advertising system according to claim 19, including a user interface for obtaining personal information from the person and an information store for storing the personal information.

30. An advertising system according to claim 19, including a second camera for taking a picture or video of the display and its surroundings during the display of the composite picture of video, and an image store for storing the picture or video so as to be available to the person.

31. An advertising system according to claim 30, wherein picture or video of the display and its surroundings is stored so as to be available to the person over the Internet.

32. An advertising system according to claim 30, including an email processing system for sending the picture or video of the display and its surroundings to an email address provided by the person.

33. An advertising system according to claim 19, including manually reviewing the picture or video of the person to approve the picture or video for superimposition.

34. An advertising system according to claim 19, including an image store storing a plurality of pictures or videos of persons, and a library store storing a library of pictures or video recordings advertising products or services, wherein the image processing system is arranged to select one of the library of pictures or video recordings and one of the pictures or videos of the persons for superimposition to generate a composite picture or video for display.

35. An advertising system according to claim 34, wherein the image processing system is arranged to make the selections in accordance with a predetermined schedule so that the composite pictures or videos are displayed in accordance with the schedule.

36. An advertising system according to claim 35, including a second library store storing a second library of pictures or videos advertising products or services, wherein the image processing system is arranged to include in the schedule pictures or videos in the second library so that the pictures or videos are displayed in accordance with the schedule.

37. An advertising system for advertising a product or service, the system comprising:

- input means for inputting a digital picture or video of a person;
- storing means for storing a picture or video advertising a product or service;
- image processing means for receiving the digital pictures or video of the person, and for superimposing the picture or video of the person onto the picture or video advertising a product or service to generate a composite picture or video; and
- output means for outputting the composite picture or video for display.